

# **RJ REYNOLDS**

TOBACCO COMPANY

# **COPY**

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

May 19, 1998

RJR Account #160600

Mr. B. Donahue  
DONAHUE TOBACCO CO.

## **JULY: WINSTON \$1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800750**

Dear Bill:

WINSTON .50¢ OFF/PACK SPECIAL OFFER TEAR TAPE 'OFF-INVOICE' PRODUCT has been ordered (see quantities listed below), as well as 30 SKUs of preassembled Counter Displays (Item #542810) to pack the above promotion for your participating retail accounts. (*Note: This is not 'pre-sleeved' product.*) All additional pertinent promotional information is listed below:

### #/ (6M) Cases

<u>Promoted Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
1	Winston Box	12300-25379
2	Winston Light Box	12300-25380
1	Winston Ultra Lt Box	12300-25381

### **PO #062998**

Product / Premium Arrival: June 29, 1998  
Ship Date to Retail: Week of: July 13, 1998

### **Displays (Item #542810)**

SKU CUBE: 1.6113  
SKU WT (w/o Product): 3.2200 lbs  
Retail Sales Offer per Sku: 20 units  
  
Billing per Sku: 4 Cartons  
EFT \$ Amount: \$1,065.80

PARTNERS 'BONUS' REPORTING DESCRIPTION

WIN\_JUL\_ \$1/2\_PKS

51845 7666

-2-

\$1.00 Off 2-Pack Tear Tape  
DONAHUE TOBACCO CO.

**Promotion Description:**

Utilize 40-Pack Shipper Display. Place 2 packs into each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units:

- 1 Carton: Winston Box
- 2 Cartons: Winston Light Box
- 1 Carton: Winston Ultra Lt Box

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST**  
**Refer to enclosed 'Wholesaler Packing Instructions' for Display Load**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per promoted 6M case for all displays packed and shipped to retail on a timely basis. This equates to \$56.00 (4 (6M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc  
cc: 162302

L. E. MacWilliams  
Encl: Retail Customer List  
Wholesaler Packing Instructions  
Winston Flyer

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JULWIN-1.DOC

51845 7667

BPENS5B2

## WORKPLAN VAP TEMPLATE LISTING

PAGE: 18  
 DATE: 98-05-12  
 TIME: 12:10 PM

WHOLESALER : 160600 DONOHUE CANDY & TOB., INC. <DIRECT>  
 TEMPLATE : 800750 80700 WIN JUL \$1/2-NO  
 TEMPLATE SEQ : 0916  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162302	162320	711841	ANCHOR BEVERAGE	228 SARATOGA RD	S GLENS FALLS	NY	12803	1				(518) 793-7288
162302	162320	177099	STONES PHARMACY	BRIDGE MAIN STREE	LAKE LUZERNE	NY	12846	1				(518) 696-3214
162302	162320	820891	SK PETROLIUM GETTY	28 MAIN ST	QUEENSBURY	NY	12804	1				(518) 745-8201
162302	162320	737866	HUDSON MART	346 MAIN ST	HUDSON FALLS	NY	12839	1				(518) 747-0100
162302	162320	250716	BONFARE	RT 9 SARATOGA AVE	S GLENS FALLS	NY	12803	1				(518) 798-4781
162302	162320	748814	RUTH'S MINI MART	84 MAIN ST	S GLENS FALLS	NY	12803	1				(518) 798-9291
162302	162320	804492	RAMSEY'S	107 MAIN ST	QUEENSBURY	NY	12804	1				(518) 798-6614
162302	162320	573906	ZAFAR DAR & SONS PE	122 AVIATION RD	QUEENSBURY	NY	12804	1				(518) 792-3110
162302	162320	177035	HARTFORD IGA	ROUTE 40	HARTFORD	NY	12838	1				(518) 632-5291
162303	162324	779350	CITGO	SALMAN PETROLEUM,	SCHENECTADY	NY	12304	1				(518) 382-8055
162303		411707	CAMPUS CONVENIENT	143 WESTERN AVE	ALBANY	NY	12203	1				(518) 462-6133
162303		745228	NADIA MART	136 MORRIS ST	ALBANY	NY	12208	1				(518) 426-3416
162304	162321	699172	ZZ PETROLEUM, INC.	2429 STATE ROUTE	BALLSTON SPA	NY	12020	3				(518) 899-6271
162305		252946	STOP -N- SHOP MARKE	21 LARK STREET	ALBANY	NY	12210	1				(518) 645-1623
162305	162326	748840	STOP-N-GO	222 S PEARL ST	ALBANY	NY	12202	1				(518) 463-2069
162305	162322	579471	N&H GROCERY	218 LARK ST	ALBANY	NY	12210	1				(518) 436-0494
162306		634314	HAMADA MART INC.	95 CONGRESS STREE	TROY	NY	12180	1				(518) 275-0514
162306	162325	634335	STAR MARKET	2300 15TH STREET	TROY	NY	12180	2				(518) 274-1521
162306	162326	686763	GM PETROLEUM	RT 9 & 20	EAST GREENBUSH	NY	12061	1				(518) 477-9129
162306	162326	724750	CPF SUNOCO VALATIE	3360 ROUTE 9	VALATIE	NY	12184	1				(518) 784-3314

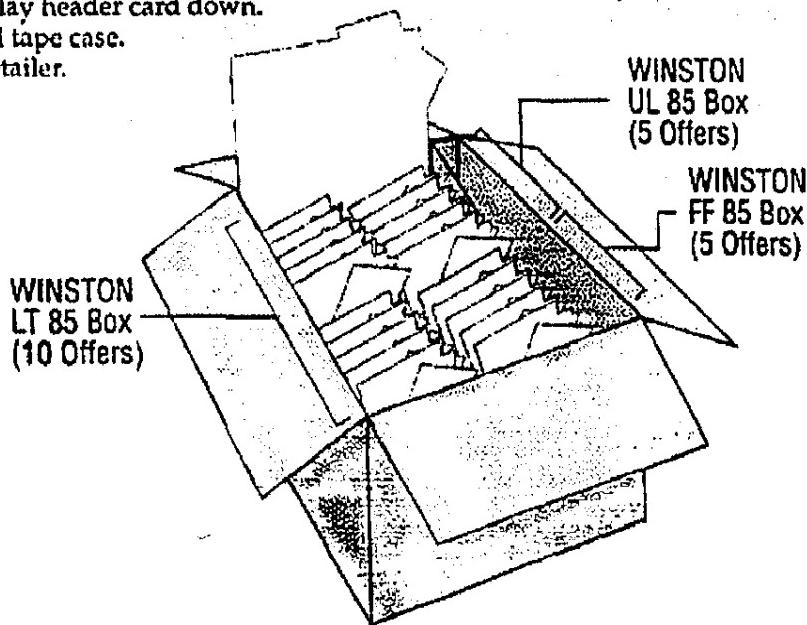
PAGE BREAK TOTAL ACCOUNTS 20 TOTAL QUANTITY 23

TEMPLATE TOTAL ACCOUNTS 20 TOTAL QUANTITY 23

518457668

**WHOLESALER PACKING INSTRUCTIONS****VALUE ADDED PROMOTION [3RD QTR.'98]****July Winston \$1 OFF 2 Packs***(Winston Buy 2 Packs Get \$1 Off)***STEPS**

1. Open WINSTON \$1 OFF 2 PACKS shipping case. Inside will be 20 pre-assembled sleeves ready for loading. (10 sleeves will be marked WINSTON LT 85 Box, 5 sleeves will be marked WINSTON UL 85 Box, 5 sleeves will be marked WINSTON FF 85 box.) DO NOT REMOVE SLEEVES FROM KIT.
2. Place 2 Packs of the appropriate WINSTON style 50¢ off tear tape product into each style specific sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 542810

MSA Promotion Reporting Description: W I N   J U L   S 1 / 2   P K S

Brand Style	Box	LT Box	UL LT Box			
Number of Cartons	1	2	1			

51845 7669

4  
5/11/98

# \$1.00 off with 2-pack purchase.

Lose the additives.

Save a buck

when you buy 2 packs.

Lose the additives. Lose the additives.

Save a buck Save a buck

When you buy 2 packs.

No additives.

- Here's a summer promotion to heat up your sales.
- Proven traffic builder - smokers save a buck with 2-pack purchase.
- Eye-catching packaging highlights full flavor, lights and ultra-light styles.
- Fully integrated support materials include counter display and poster.